

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Budget Senate Estimates
1 June 2010

Question: BR17
Topic: Regional tourism
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Senator Eggleston asked:

Senator EGGLESTON—My other question is about regional tourism. Where are your tourists coming into and are they going to regional destinations like the north-west, which is my particular interest? I am sure Senator Macdonald will ask you about North Queensland. Where are they essentially coming into?

Mr McEvoy—Clearly, being an island nation, it is where there are capital city gateways to bring them in. Cruise shipping has been a great opportunity for regional Australia, but there are many markets that are fantastic at getting amongst regional Australia—the UK and Europe in particular, and the Americas. More and more of our Asian visitors are starting to venture out as FITs—fully independent travellers. Depending on which market, I could give you the breakdown of who disperses beyond the four major gateways. Brisbane,

Sydney, Melbourne and Perth are considered major gateways. Then Adelaide, Cairns and Broome are considered regional gateways. We know those numbers. As a rule of thumb, the Europeans are the best dispersers—that is, the French, the Italians, the Germans, the Scandinavians and the Swiss really get in amongst it. I think they see more of Australia than Australians do.

Senator EGGLESTON—Probably they do. I would be very interested if you could provide those figures on notice. I would be grateful for that.

Mr McEvoy—Sure. Absolutely.

Answer:

The International Visitor Survey (IVS Year Ending March 2010 data) at **Attachment A** shows the most common cities of arrival in Australia for inbound visitors were ranked as follows: Sydney, Melbourne, Brisbane, Perth, Gold Coast, Cairns, Adelaide, Darwin and Hobart. Due to insufficient sample sizes in the IVS, data is not available for Broome.

There are 85 tourism regions in Australia. Sydney, Melbourne, Brisbane and Perth are classified as Australia's major gateways; 81 of these are classified as 'regional destinations'.

Whilst the Gold Coast, Cairns and Adelaide are also significant entry points for international visitors to Australia, they are considered 'regional destinations' for the collection of data measuring international visitor dispersal.

The top five regional dispersal destinations for all international visitors are: Gold Coast, Adelaide, Tropical North Queensland, Canberra and the Sunshine Coast.

The following data shows the regional dispersal characteristics from each city of arrival above in the year ending 31 March 2010 (based on volume of visitor nights spent in each destination):

1. **From Sydney** the most common regional destinations were Tropical North Queensland, Canberra, Adelaide, South Coast (New South Wales), the Hunter and the Gold Coast.
2. **From Melbourne** the most common regional destinations were Adelaide, Peninsula (Victoria), Geelong, Tropical North Queensland, Hobart and Melbourne East.
3. **From Brisbane** the most common regional destinations were the Gold Coast, Sunshine Coast, Tropical North Queensland, Central Queensland, Northern Queensland, Northern Rivers (New South Wales) and the Darling Downs.
4. **From Perth** the most common regional destinations were Australia's South West, Australia's North West, Australia's Coral Coast, Adelaide, Australia's Golden Outback and Darwin.
5. **From Cairns** the most common regional destinations (beyond Tropical North Queensland) were the Gold Coast, Whitsundays, Northern (Queensland), Sunshine Coast and Adelaide.
6. **From the Gold Coast** the most common regional destinations (beyond the Gold Coast) were the Northern Rivers (New South Wales), Sunshine Coast, Tropical North Queensland, Canberra and the Limestone Coast (South Australia).
7. **From Adelaide** the most common regional destinations (beyond Adelaide) were the Fleurieu Peninsula (South Australia), Adelaide Hills, Alice Springs, Eyre Peninsula, Limestone Coast (South Australia) and Darwin.
8. **From Darwin** the most common regional destinations (beyond Darwin) were Tropical North Queensland, Kakadu, Adelaide, Australia's North West and Alice Springs.
9. **From Hobart** the most common regional destinations (beyond Hobart) were Greater Launceston, Australia's Coral Coast, Whitsundays, Darwin, Tropical North Queensland and North West (Tasmania).

Attachment B provides more detail in regard to regional dispersal from each of the entry points above.

Among international arrivals, visitors from New Zealand, Germany, the Netherlands, Switzerland and the Nordic countries tend to show the highest levels of regional dispersal, while visitors from China, Singapore, Malaysia, India and other Asian countries tend to show the lowest levels of regional dispersal.

Attachment A

City of Arrival	International Visitor Arrivals	%	International Visitor Nights	%	Average Duration (Nights)	Dispersed Nights	% Dispersed	State spent most Nights	% Nights in that State
Sydney	2,366,774	45%	82,047,227	45%	35	24,387,481	30%	NSW	68%
Melbourne	1,017,045	19%	38,816,413	21%	38	7,762,150	20%	VIC	81%
Brisbane	844,227	16%	27,025,766	15%	32	12,703,167	47%	QLD	82%
Perth	521,319	10%	20,253,223	11%	39	4,784,440	24%	WA	80%
Gold Coast	184,995	4%	2,850,339	2%	15	2,136,720	75%	QLD	74%
Cairns	163,208	3%	3,567,648	2%	22	2,638,268	74%	QLD	69%
Adelaide	92,661	2%	4,527,449	2%	49	4,106,702	91%	SA	84%
Darwin	57,285	1%	1,959,379	1%	34	1,405,675	72%	NT	48%
Hobart	7,528	0.1%	204,782	0.11%	27	154,365	75%	TAS	65%
TOTAL	5,256,763	100%	181,336,370	100%	34	60,160,382	33%	NSW	34%